



U.S. Department of State Career Transition Center

CTC NEWSLETTER

(Print Version)

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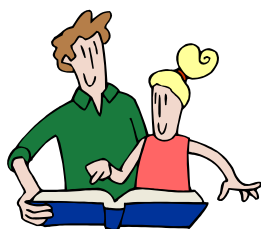
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*Happy
Father's
Day!*

*"Dad taught me
everything I know.
Unfortunately, he
didn't teach me
everything he
knows.*

~ Al Unser, Jr.

SPECIAL FEATURE!

Retiree ID Badges

- Prepared by the CTC Staff; approved by State Department HR/RET and DS/DO/DFP and by AID M/HR/LERPM.

Why Restrict Access to Retirees?

There are several reasons. After retirement your security clearance is not automatically renewed every five years. Also, a retiree is not assigned to a particular office and is harder to track down should something go wrong or an emergency occur.

Retiree ID Badges

HR/RET can issue a personal **Retiree ID Badge** with his/her name and photo to all State Department Civil Service retirees and to all USG agencies' Foreign Service retirees. As soon as an employee has filled out the required retirement application forms, his/her Retirement Counselor in State Department's HR/RET will issue him/her an application for a **Retiree ID Badge** and a memorandum authorizing Diplomatic Security's Office of Domestic Facilities Protection (DS/DO/DFP) to take his/her photo. The intending retiree fills out the form and submits it with photos to his/her Retirement Counselor. On the actual date of retirement, HR/RET issues the **Retiree ID Badge** to the new retiree.

If the retiree is unable to complete this process prior to retirement, s/he can still contact the Retirement Counselor to apply for a **Retiree ID Badge** after retirement.

This is basically a courtesy ID and will not allow the retiree ac-

cess through a turnstile with an ID reader.

Access to State Facilities

At this time, State Department Civil Service retirees and all agencies' Foreign Service retirees are allowed unescorted access to parts of the Harry S. Truman Building (also known as Main State or HST).

Retirees wishing access to Main State must report to the VIP Reception Desk located in the C Street Lobby (just to the right of the large main reception desk) between the hours of 8:15 AM and

5:00 PM, Monday through Friday, except holidays. There, retirees must present a valid photo ID. The HR-issued **Retiree ID Badge** or a driver's license are both acceptable. The receptionist will check the retiree's name against the retiree data bank (which includes State Department Civil Service retirees and all agencies' Foreign Service retirees), then issue a generic **DS Retiree ID Badge** to the retiree.



"At the other side of the barrier yet another guard said: 'Welcome home, sir. I'm sure it feels good to be back.' That gesture, along with the courteous behavior of this other colleagues at the

C Street lobby, gave me a good feeling about the institution and its people, and it reinforced my sense of 'belonging.' These individuals, along with State management, deserve our kudos."

- Amb. Frank Almaguer in a letter to the editor of The Foreign Service Journal, May 2004

eas (DOS business offices), as well as to any of the annexes, the State Department or AID retiree must call a contact in the location s/he intends to visit and request that the contact put him/her on the visitor's log to permit entry with a ***DS Retiree ID Badge***.

- In Main State, the retiree will be issued a ***DS Retiree ID Badge***, announced to his/her contact, and the contact must respond to the VIP desk to escort.
- In the annexes (including the annex in which HR/RET is housed, SA-1!), the retiree will be issued a ***Visitor's Badge***.

In some annexes (such as FSI), the Retiree will be allowed unescorted entry. In other annexes, the Retiree must be announced to his/her contact and be escorted.

DS Retiree ID Badges and ***Visitor's Badges*** must be returned to a uniformed officer upon exiting any State Department facility. These requirements are printed on the back of the badges.

With a ***DS Retiree ID Badge***, the retiree will undergo magnetometer screening and be allowed unescorted access to the basement, first, second, and third floor "Employee Services" areas of Main State. This area includes the banks, the cafeteria, FARA offices and shops, the Employee Service Center, and more.

For access to Main State above the 3rd floor, below the 4th floor in non-service ar-

Access to AID Facilities

Access to the public areas of the Ronald Reagan Building (RRB) is permitted with the presentation of a photo ID.

To gain access to the AID offices in the RRB, retiree must contact the employee or office s/he is visiting and request that the contact put him/her on the entry guards' list. The retiree will be granted a ***Visitor's Badge*** and be escorted to his/her appointment.

For your information

Office of Retirement – HR/RET
Department of State
Room H-620, SA-1
Washington, D.C. 20037
E-mail: retirement@state.gov
Tel: 202-261-8960
Toll Free: 1-866-224-9053
Fax: 202-261-8988

"Your business card and how you handle it is a very personal part of executive communication. It's like a handshake you leave behind you. You should give your card to someone in such a way as to make him want to remember you and want to get in touch with you."



- Letitia Baldrige's New Complete Guide To Executive Manners (1993)

Feature Article

Business Cards: A Job Search Tool

- Prepared by the CTC staff in honor of the March 2004 JSP class who inspired it!

Purpose

Business cards serve several purposes. They don't just provide contact information, although their primary purpose is to allow the recipient to contact the giver with ease. *The Chronicle of Higher Education's* Ms. Mentor says that a well-designed business card proves that the giver is "responsible and reachable." A business card is also an invitation for contact in the future. In "Don't Leave Home Without It," Kari Larson calls a

business card "an invitation to a relationship, and relationships yield business." According to marketing expert Diana Ratliff, you are marketing yourself in a job search and your business card "should be an integral part of your marketing arsenal." You can't carry your resume everywhere, but you can carry your business cards.

Impression

Your business card is part of your professional image. Your business card gives the recipient a sense of who you are and what services or products you provide. Aleigh Acerni of *The Charleston Regional Business Journal* says your business card "speaks for you when you are not present."

What impression do you want to project with your card? You want your card to reflect your professionalism, your confidence and ability, and your good taste. You don't want your card to lead recipients to believe that you are disinterested, unorganized, and tacky. Avoid fluorescent colors and stupid slogans. Don't use cards with old or incorrect information. Never cross out wrong information and pencil in the correct information. Order new cards!

Design

A well-designed business card should have a positive visual impact. The fonts, paper, and color should be balanced in a compatible style. Coordinate the style and graphics on your card with your or your company's publications (including internet) in order to build company recognition. Use similar "signature files" and "virtual cards" on your e-mail messages as well.

The card can be set up horizontally or vertically, according to your own tastes and style. The most common format is horizon-

tal as that is the easiest to file in a rolodex.

Cards can be printed on both sides. If you are working in an environment where another language is spoken, one side of your card can be in English and the other side can offer the same information in the other language. Depending on your business, you could also offer useful information on the other side – your business hours, a metric conversion chart, a calendar of special business events, etc.

Whatever you want printed on your business card, keep the text to a minimum, including only the essential information. The card should not appear cluttered, it should look simple and elegant. Most importantly, it must be legible. The font must be easy to read -- even by the bifocal bunch! If yours is a company card, then the company name should be the first thing the recipient notices. If it is your personal card, then your name should stand out first. The font for your name and/or the company's name should be size 12 to 14. The remainder of the information should be printed in font size 9 to 11. Be sure the font color is easy to read against background color.

Keep your design and colors conservative and simple – no flowers and cute pictures. “Unless you’re in an artsy field, such as theater or painting, Ms. Mentor advises against peculiar colors, weird wording, or hard-to-read flourishes.” The logo should be the largest element on the card and it should be eye-catching. According to the *smallbusinesstown.com* website, the logo is the most memorable part of a business card. A very few writers on business eti-

quette advise a photograph on the card for folks with gender mysterious names.

White card stock is always good choice for a business card, but another color may help it stand out. Use heavy paper stock so the card doesn't get bent easily in pockets and briefcases. Avoid unusual shapes that are hard to file and easy to lose. Stick with the standard 2 x 3.5 inches (89 mm x 51 mm).

Be careful about using cards you have made on your home computer. These cards are often made on easily bendable stock and show the perforations around their edges.



Text

The text on your card should definitely include:

- your name,
- your company name (if applicable),
- and your telephone number.

Other options include:

- Title
- Education and/or other qualifications
- Company logo
- Company slogan
- Cellular telephone (if you don't want anyone to call you on it, then don't include it!)
- Facsimile number
- E-mail address
- URL
- Toll free telephone number
- Address (not everyone is comfortable with e-mail)
- Summary list of products and/or services
- White space for handwritten product information or appointments

In you have more than one business, have

more than one card and keep them in different sides of your card case so you can find the one you need easily.

Networking Cards

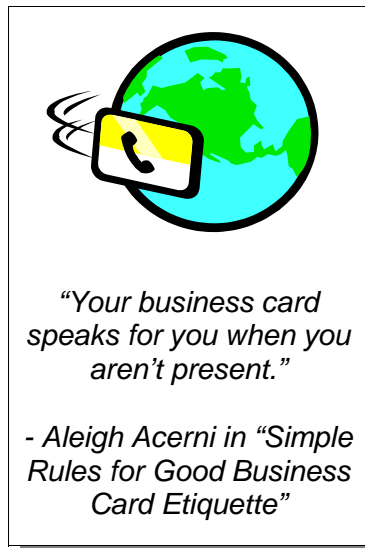
Nowadays, some career coaches and counselors encourage their clients to use “networking” cards which are the same size as a standard business card and include the job seeker’s job objective, unique selling proposition, critical career information, and/or qualifications summary. Key qualifications can be printed on back of card to make it a mini-resume. Focus on 3 to 4 key accomplishments or qualifications; not on past jobs, titles, or duties

As with all job search topics, opinions differ. Mac Sadoris, Senior Career Counselor & Executive Coach in State Department’s Career Development Resource Center correctly states that, “The common glue of effective networking is not a card but shared interests and expertise. If you don’t have that, no card is going to add to building an interaction. Only your personal skills in communication will work.”

On the “pro” side of this issue is CTC Counselor Berri Wells Wilmore: “I think the cards are a great idea. The reader gets a snapshot of the candidate in a format that is easily stored and retrieved.” Another CTC Counselor, Dr. Jeanette Kreiser states, “they would be helpful, in that they offer an easy way to get your name out and remembered. I often find that I have collected cards at an event and then can’t remember much about the person or why I have the

card.” Career & Life Coach Tanya Bodzin likes the idea of a networking card, but suggests limiting the information to a skill set.

On the “con” side is CTC Counselor, Terri Williams, who states, “this is NOT the way that civilized folks connect. It kind of reminds me of the title of a book I use, Can I Fax You a Thank You Note? and the answer is no!” Counselor Robert Minor cautions that networking cards may make the job searcher appear a little desperate. Counselors Fred Hecklinger and Soonhoon Ahn also recommend traditional business cards with contact information only.



Practice

Always carry a good supply of business cards with you. Come especially well prepared for networking events, conferences, and job fairs. It is a good idea to carry your cards in a case so the cards stay clean and unbent. The case should be leather or silver -- anything but plastic!

Keep your cards where you can access them easily. You shouldn’t have to search or dig for them. (Remember those receptions at the Ambassador’s residence when you had to give and receive business cards and shake hands while juggling a beverage and a plate of food?)

Exchange cards openly and directly. Don’t leave your card in someone’s chair or plate like those irritating vendors who put flyers under your windshield wipers in parking lots. Present it personally.

Hand your card to the recipient with the writing facing them so that they can read it immediately without having to turn it around.

If your card is printed on both sides, present the side with your name on it first. If your card is printed in English on one side and a foreign language on the other, present the side with the recipient's language on it.

Presentation

Ms. Mentor says, "the art of card giving is a delicate dance." Here are some basic steps to the dance.

A business card can facilitate introductions or be a parting gesture. Some say to introduce yourself with the card; others say to give card at end of conversation or whenever you've established a reason for further contact. Some say it's rude to give someone your card unless they request it, but opinions differ on that, too. Do make the presentation of your card an act of respect. Don't just toss it at the recipient. Ask "May I give you my card?" Whatever you do, don't pass your cards out to everyone like a blackjack dealer because people will think the cards (read you!) are less valuable. On the other hand, don't appear stingy with them.

When you go to appointments, you should leave a card with the secretary of the person you are seeing in case s/he is making the next contact for the boss. In a meeting, give out your card at the beginning of the meeting. You can also include a business card with a business letter.

Many business etiquette gurus say that a person of higher rank must ask you for your card. The Etiquette International website explains it like this, "Before you cry foul, think how often you've encountered senior

executives from major corporations who 'just ran out of cards' or 'forgot to bring them'? Do you really think these people became captains of industry by not having business cards? The truth is that they don't want to give you a card because they know you'll harangue their secretaries for weeks trying to get through to them."

If you are with a group of people and you don't want to give your card to all of them, wait until you are alone with the person you want to give the card to or give a card to everyone in the group. If you give your card to only one person in the group, you will be

snubbing the others. Be sure to give your card to anyone who wants to send you something by mail or e-mail. Never present your card to someone during a meal.

In a social setting, the general rule is to give your business card only if requested. You can also ask permission to contact the person at work or send him/her a note with your card enclosed after the social event. Never attach a business card to flowers sent

to a co-worker who is sick, just had a baby, for death in the family, etc.

If someone asks you for a card and you have run out, don't ask them for one of theirs in order to write your information on the back of it. Write your information on a piece of paper, then mail them a card later.

Receipt

Ask for someone else's card if you want to contact him/her later. Always receive the card with respect; don't just glance at it, then shove into your pocket. When receiv-

"The art of giving a card is a delicate dance."

- "Ms. Mentor" in the "Chronicle Careers" section of "The Chronicle of Higher Education"



ing a card, handle the card by its edges, thank the giver, and read the text on the card thoroughly. Pronounce the person's name to allow them a chance to correct your pronunciation, if necessary. To show your interest, you could also make a comment about a positive experience you have had with their company. If seated, keep card on table in front of you for easy reference. Don't write any reminders on the card until you are away from the giver (unless, of course, they tell you to do so).

Some business etiquette gurus advise you to send a follow-up e-mail to everyone who has given you a card. Use your own judgment as to whether that is appropriate. You can send your regards, your thanks, and a nonchalant reminder of you and your work.

Miscellaneous Notes on Business Cards

Develop a reliable card "storage" system for networking events. For instance, you can designate one jacket pocket for your own cards and the other pocket for cards received. At a networking event, never discard cards you don't want at the event, wait until you get home to throw them away. How would you feel if you found your own card discarded on the buffet table?

Many people write reminders on business cards – often a memory jogging description of person or the event and date where you met them. It is always a good idea to wait until you get home to do that! If it falls out of your pocket, you don't want anyone to see "skinny blonde yuppie hockey player who knew my roommate at Harvard" or "frizzy redheaded environmental activist" written on the card!!

Editor's Notes



If you want to read more about business cards, here are a few resources to consult:

"What to Do to Be Memorable" from the "Ms. Mentor" column in the "Chronicle Careers" section of *The Chronicle of Higher Education* (<http://chronicle.com>) on February

26, 1999.

"Get More Business From Your Business Cards!" by Diana Ratliff in the *Sane Marketing* website (<http://sanemarketing.com>) in 1999.

"Simple Rules for Good Business Card Etiquette" by Aleigh Acerni for *The Charleston Regional Business Journal* on February 24, 2003.

"Don't Leave Home Without It" by Kari Larson in

the 1099, *The Magazine for Independent Professionals* website (www.1099.com) on July 30, 1999.

"What Do You Remember Most When Given a Business Card?" from the *Smallbusinesstown.com* website (<http://smbtn.com/smallbizportal>) on May 4, 2004.

"Make the Right Impression with Business Cards" by Donna Cardillo for the *Cardillo & Associates* website (www.dcardillo.com/articles/buscards.html).

"Networking Business Cards: An Essential Job-Search Tool for Career Changers and College Students When A Resume Just Won't Do" by Randall S. Hansen in the *Quintessential Careers* website (www.quintcareers.com).

"Networking No-No's" in the *Etiquette International* website (www.etiquetteintl.com).

Job Leads



Trainers Needed for the FSI Security Overseas Seminar (SOS)

The Security Overseas Seminar needs security professionals with overseas experience to train government employees and their families as well as employees of government contractors. These trainers/presenters provide approximately 50 presentations on these topics at the Shultz Center in Arlington, VA throughout a fiscal year. Presentations must be current and relevant to overseas work.

Requirements:

- Professional security experience overseas with a U.S. government foreign affairs agency or Department of Defense
- Professional experience in training civilian personnel on personal security awareness, hostage survival, and crisis management.
- Good oral presentation and training skills; ability to create and use PowerPoint and other audio-visual aids.
- Excellent research skills to keep abreast of re-

cent trends and events in the field.

If you are interested, please contact Kathe Conrad at telephone 703 302-7271 or e-mail conradkd@state.gov.

Attention JSP Grads!



Coming soon! The 2004 Survey of JSP Grads! In the March 2004 Job Search Program we published the results of the Follow-up Survey we performed in June 2002. Although very few JSP graduates participated in that survey, it did give us a general idea of your professional activities after you leave us. The March 2004 class was eager to hear about their predecessors and the CTC staff was also interested as the results could influence course content. This time we are hoping to receive more responses and will publish the results in the monthly newsletter. We perform these surveys every two years. We will send it to you via e-mail. Please take a few minutes to fill out the survey and return it.

The next CTC Job Fair will be held at FSI on August 24, 2004, from 1:00 to 4:00 p.m.



CTC NEWSLETTER

FSI/TC/CTC

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